

13a-1945

Negro engineer does electrical design for U. S.

ST. LOUIS—C. B. Hutchinson, head of the electrical department of the Washington Technical High school here, recently completed the electrical design of a new government hospital for the Hill-yard Robinson Architectural Engineering firm of Washington, D. C., a Negro company.

Mr. Hutchinson received his engineering training at Iowa State College, and is a registered engineer in the state of Iowa.

Aside from 18 years of teaching in the St. Louis public schools and at Langston University, Mr. Hutchinson has had unusual practical experience. For many years prior to his teaching engagements, he was work manager for the Adel Light and Power Company, one of the largest power companies in the state of Iowa. In his capacity as work manager, he supervised the wiring of many consolidated schools and the construction of transmission lines in Iowa. 2-26-45

In 1942, he worked out the electrical design for Air Pursuit Squadron, Base 99 at Tuskegee, Alabama.

In World War I, he served overseas as master signal electrician.

FAMOUS ARCHITECT IN AFRICA

MONROVIA, Liberia—(ANP)—Hillyard R. Robinson, the famous American architect, arrived here after a clipper plane trip via Brazil. Mr. Robinson, who is here to confer on the architectural details of some of the new buildings which are to be built, will be away from the United States about six weeks. 1-28-48

CLEVELAND, Ohio—The Glidden Company, manufacturers of Spred, the utility water, new paint, recognizing the great buying power of the colored citizens, has made a strong bid for his business by signing an advertising contract with a colored advertising company. 6-2-45

The contract between the company and the Davis-White-Davis Advertising Agencies, was signed by Elmer L. Weber, advertising manager of the company, and Luther R. White, secretary of the organization.

Commenting, Mr. White said that his agency is aware that this is the first time in the history of America that one of the world's largest paint companies has placed any of its advertising in the hands

Cleveland Advertisers Get Glidden Paint Co. Contract



Luther R. White (standing), secretary of Davis-White-Davis, watches Elmer L. Weber, Glidden Co. manager, sign advertising contract with his company.

of a colored agency.

Contributions Noted

To attract the colored public, a special series of advertising Spred, each ad describing some little known but important contribution of the colored race, has been placed in colored papers throughout the country.

One depicts the making of the first clock in America by Benjamin Banneker; another, the invention by Joseph Matzeliger of the first shoemaking and assembling machine, the forerunner of all the highly diversified shoe manufacturing machinery.

Expressing pleasure at receiving the contract, Mr. White declared also that his agency handles other nationally advertised products such as Procter and Gamble's Duz and Oxydol and Standard Oil's gasoline and oil products

Woman Architect Blazes A New Trail For Others

There may be a good many women who are dissatisfied with their work, but Miss Beverly L. Greene, of Chicago, and most recently New York, is certainly not one of them. As perhaps the only Negro woman in the country who holds a master's degree in architecture, and certainly the only one with a master's in city planning and housing, she finds life and her job full and interesting. she, and Europe will soon be crying for such working.

As the war draws to a close, the United States has become more conscious that planned cities, and sections of cities, are what this country needs. They're more important by far than the proverbial "five cent cigar," and more necessary to the happiness of our country's people. Miss Greene may well be among those who will have a say in what our nation looks like in the future. She, and a few others in the country are qualified to do such a job—helping to lay out the plans for the buildings in which we will live in the post-war world.

In the fall of last year Miss Greene came to New York, after having worked in architectural firms in Chicago for several years. She was looking for a job, and soon she got it. "I wish, Miss Greene said, "that Miss Greene would think about the field. Never did I have one bit of trouble because I was a Negro, although there have been arguments about hiring a woman. However, the war has ended that, and Negro women in the post war world will have a fertile field in architecture. I wish some others would try it."

Working For The Met

"The job I did get when I got here has a joke attached," she said. "Believe it or not, I was set to work on making plans for the Metropolitan Housing Project called Stuyvesant Town." She sat back in her chair and had a hearty laugh.

"I applied for the job," she went on, "because I had read that Metropolitan Life did not intend to allow Negroes to live in the proposed project and I knew that certainly they wouldn't hire me. But there I was wrong, I was the very first person they did hire to work as an architect."

The job with Metropolitan lasted for exactly 2½ days. And Miss Greene was not fired—she quit. It seemed that just before she went to her job there, she had stopped at Columbia University and inquired about night classes. They had learned of her work at the University of Illinois, where she received both the bachelors and the masters' degrees in architecture. They learned of her work with several outstanding architectural firms in Chicago, and they were interested. Before many days had passed they offered her a University Scholarship to study city planning, and she accepted.

About The Future

What the future will hold for Miss Greene she has not yet decided. There are many jobs to be had here and elsewhere in this country. In addition, South America needs people trained as

**HILYARD R.
ROBINSON**

Journal & Architect
OF WASHINGTON D.C.
ONE OF AMERICA'S LEADING

ARCHITECTS IN THE FIELD OF FEDERAL
CONSTRUCTION HAS DESIGNED HOUS-
ING PROJECTS COSTING MORE THAN
\$10,000,000. ONCE HEAD OF THE
DEPT. OF ARCHITECTURE AT HOWARD U-HE
STUDIED IN EUROPE AND RECEIVED HIS A.B.
FROM U. OF PENN-AND M.A. FROM COLUMBIA U.



HE DESIGNED THE
HOUSING PROJECT
FOR HENRY FORD'S
WILLOW RUN
WAR WORKERS

7-21-45

13a-1945

Plumbers And Heating Group Holds Meeting

Eastern Seaboard Plumbing and Heating Association

burg: secretary, J. Thomas Ran-
some, Hampton, and treasurer,
William A. Carter, Richmond.

RICHMOND, Va.—The second of the 1945 semi-annual meetings of the Eastern Seaboard Plumbing and Heating Association was held Saturday in the auditorium of the Richmond Beneficial Insurance Company. The association which began in 1943 includes in its membership master plumbers, journeymen, plumbing instructors and maintenance men. They meet semi-annually for the discussion of problems and business pertinent to the interest of the group and their services.

C. B. Gilpin, secretary of Richmond Beneficial, as guest speaker at one of the sessions commended the association for its splendid work and its program for development and expansion. He urged the members to keep in mind that dependable service counts and that apprenticeship is the key to the future of the organization.

INTRODUCTORY REMARKS

The meeting was opened with introductory remarks by Henry M. Scott, president. The association was extended welcome by the Rev. Ashton Hamilton, with the response by Mr. Scott. 12-15-45

During the afternoon period an open forum was conducted on the subject: "Rehabilitation and Advisory Education for Returning Veterans," with the discussants being Wesley Taylor, Leigh Street USO, and C. Crocker, State Department of Education. Both speakers urged their listeners to encourage all veterans to take full advantage of the GI Bill of Rights.

Modern business methods was the basis of a discussion presented by E. M. Farley, representative of Noland and Co., who also discussed finance problems of the homeowners having plumbing and heating systems installed.

The association voted to award annually a scholarship to the highest ranking freshman in the plumbing department of an accredited school teaching plumbing, heating, etc., the school to be selected later.

In the social phase of the day luncheon was served in the blue room of Hotel Eggleston and a buffet supper closed the day.

Officers of the association, who were not up for election at this meeting, are, president, H. M. Scott, of Newport News.; vice president, William S. Myers, Peters-



JAMES T. DURANT

WILZETTA JOHNSON

First sale at Michigan's largest food co-operative

State's Largest Co-Op Opens in Inkster Project

A dream that was called "impossible" will become a reality Friday at 9 a. m. with the opening for business of the Carver Consumers' Co-operative, Inc., in Inkster.

The co-op food store, at Carver Homes site, is "by far the largest in the State of Michigan and one of the largest in the Central States area," said John E. Porter, president of Eastern Michigan Consumers' Co-operatives.

CONCEIVED by residents of the Carver Homes, the huge supermarket was financed with \$18,000 raised among residents and by loans.

The project first was proposed by William S. Maddox, 29, of 4329 Yorkville, a resident of the Carver Homes, in September of 1943. Actual organization began last June.

The store, equipped with the most modern fixtures, has 5,000 square feet of floor space. At a

THE STORE WILL SERVE the 3,500 war worker residents of the Carver Homes as well as Inkster. President of the co-op is Dr. B. A. Milton, of 28661 Michigan, Inkster. The store is managed by James T. Durant, 30, of 4141 Wayland, in the Homes, a worker at Willow Run.

Active in the campaign to raise the funds was the UAW (CIO), of which most of the 320 stockholders are members.

The first purchase Thursday night was made by Wilzetta Johnson, of 3843 Taylor, secretary of the co-op.

S. I. Hayakawa

Difficulties Of Negro Co-Ops

HAVING STRONGLY urged the formation of consumer co-operatives among Negroes, I should say something about the special difficulties confronting Negro co-operatives. Of course, there is no such thing as Negroes, "as a race," being any less (or more) able to run co-operatives than other people. Nevertheless, it cannot be denied that the common experience of American Negroes in a world largely hostile to them has left many of them hurt and handicapped.

The practical problems of running a co-operative often bring out the serious shortcomings of many members of our Negro community. One noticeable thing, for example, is the frequent lack of simple business competence. Negroes are not descended, like the British, from a "nation of shopkeepers." Many of them handled little money in the rural South from which they came, and are not handling much more now.

Such carefully cultivated skills as budgeting, keeping track of pennies, entering transactions into books, totalling them up regularly — all these are the attainments of people with a tradition of trade. Such skills are not arrived at overnight.

This lack of business background becomes even more marked when, as members of boards of directors, Negro co-operators suddenly find themselves responsible for large sums of other people's money.

Lack Of Business Experience

HANDLING other people's money is a normal experience in business, but to many Negroes it is a relatively unaccustomed task, and hence a responsibility so profoundly felt that they are often nervous in the job. As a result, they sometimes get excessively absorbed in tiny details. Sometimes, when things are not going well, they become less than frank in revealing the situation to the members, not from dishonesty, but simply from uncertainty and the fear of possible criticism — whereas the true co-operative method would be to enlist more earnest membership support by revealing the seriousness of the problems.

The resultant indecision has been a factor in preventing for years the reorganization of one Negro co-op of my acquaintance. It needs to "go through the wringer" and start afresh, as many co-ops in white communities have done after unprofitable beginnings. But because reorganization would involve a public acknowl-

edgement of having lost some money in times past, the board members keep putting it off, and hence remain burdened by debt and unable to proceed with their plans for expansion and greater service.

Altgeld Gardens Co-Op

OTHER CO-OPS have their troubles too, naturally. The Finnish co-ops in Wisconsin and Minnesota were almost wrecked some years ago by a bitter political dispute. The Hyde Park Co-op, in an unusually well educated neighborhood, always had trouble securing working committees, because most of the members prefer the higher realms of ethics, economics, and international affairs, and cannot be bothered with a grocery store.

In many ways, the Altgeld Gardens Co-op is a test case for the Negro community. It has the chance of being the strongest and most influential urban co-op in the Middlewest. Because of its admirable location in the heart of a huge housing project, it can expand its services and community activities to a point where it will be a model for all American co-operatives to study.

Or it can miserably flop. In the present situation at Altgeld Gardens Co-op, the dangers do not, in my opinion, lie in such difficulties as I have described so much as in lack of capitalization, which means simply a lack of understanding among the residents of Altgeld of what their co-op can mean to them. Of the 1,300 families living there, only about 125 have at this date bought a full share of stock. This is not a proud record.

The question to be put before the residents of Altgeld Gardens is simply this, "Is Altgeld Gardens just a bunch of houses strung together, or is it a community?" If they say the latter, they must say it in cash investments in their co-op. The people must put up the money if they are to establish a people's business.



6-23-45

13c-1945

Undertaking is Los Angeles called the Negro's biggest business

Los Angeles, Calif.

CHICAGO—The Negro's biggest business in Chicago is undertaking, according to H. George Dav- enport, columnist for a new ser- vice. Deploring the fact that Chi- cago's approximately 350,000 Ne- groes have no bank nor any big business of any kind, Davenport said that in addition to mortuar- ies, Chicago Negroes next have more churches than they need, only one of which was built by the congregations, the majority meet- ing in store fronts, garages, base- ments and alleys. 1-15-45

With more people in the com- munity than there are in hundreds of American cities, including Col- umbus, Ohio, Kansas City, Mo., At- lanta, Ga., Indianapolis, Ind., Se- attle, Wash., Louisville, Ky. and Denver, Colo., Chicago Negroes have only one congressman, one state senator, one municipal judge, one county commissioner, and four state representatives.

Florida Negro Miami Whip Embalmers And Funeral Directors Executive Board Met In Ft. Myers Fla.

J. Maxwell Charlow, Mortician of Plant City, Fla., reports that the Executive Board of the Fla., Negro Embalmers and Funeral Directors, met in Ft. Myers, Fla., February 9th at the Chapel of the John S. Baker's Funeral Home for the purpose of making defi- nite plans for the Annual State Convention which will convene June 19th, 20th, 1945 at Ft. Myers with messrs. John S. Baker and Leo R. Sears, local morticians as entertaining hosts. Definite arrange- ments are in the making for the best convention of all times. Local State, National, Federal and Ex- ecutive characters will be heard as follows; R. R. Reed, Journal- ist and former executive secretary of the Independent National Funer- al Directors Association, Dr. Henry Hanson, president, State Board of Health of Jacksonville, and president of the State Board

of Embalming, representative from the Federal Social Security Board, representative from the State Welfare Board, in regards to Old Age Assistance, George P. Coleman, ex-president of the Association, W. Palm Beach, Leo R. Sears, Ft. Myers, and G. D. Rogers, president of the Central Life Insurance Co., of Fla.

The following members of the executive board were present, George P. Coleman, L. L. Richard- son, George W. Benton, John S. Baker, W. J. Smith, J. T. Brunson, Ray Williams, L. R. Sears, G. D. Rogers, Preston M. Pughsley and Mrs. G. D. Rogers, George W. Benton of Ft. Lauderdale is Pres- ident and George P. Coleman is Chairman of the Executive Board, J. Maxwell Charlow, Director of Publicity. Don't forget the date of the Annual Meeting, June 19th

On Faculty The Chicago Defender



Chicago, Illinois
MRS. MARY A. COLE

For the first time in the history of mortuary science a member of our Race has been ap- pointed professor of the em- balming art at the leading col- lege in America. This honor came to Mrs. Mary A. Cole, wife of Robert A. Cole, presi- dent of the Metropolitan Funeral System Association, last week, when the trustees of Worsham College of Mortu- ary Science, Chicago, added her to its eminent faculty as assistant professor of the de- partment of embalming. Mrs. Cole is also studying at North- western university. She is well known through her civic and social activities.

Undertaking Business

Local Chamber of Commerce Raises \$1,800.00 In Drive

A. L. Holsey Resigns As N.N.B.L. Secretary; Manning To Serve

Under the direction of George R. Ragland, vice president of the National Negro Business League, Mrs. Rosa Brown Bracy, field secretary, closed a successful membership campaign in Oklahoma City. During this drive the local Negro Chamber of Commerce with the president, W. J. Edwards, and his official family, joined in and when the money was counted there was around \$1,800.

In talking about the drive this week, Mr. Ragland expressed the hope that this drive will set the stage and all other regional directors over the nation will do their best. Ragland went on to say that it must be a militant, dynamic leadership in Negro business if we as a race are to take our rightful place in America's post-war era.

"I hope that every city and town in Oklahoma will organize a local business league or chamber of commerce and invite Mrs. Bracy to help in this great program of economic development. By so doing you will be helping to build a basic fundamental foundation for Negro business, and your children's children will rise up and call you blessed," commented Mr. Ragland.

The vice president expressed the opinion that Oklahoma City will lead all other cities in the series of drives in appreciation of the fact that Roscoe Dunjee, national president of the organization was elected from this city.

The itinerary of Mrs. Rosa Brown Bracy, field secretary for the National Negro Business League, January and February:

Oklahoma City, Jan. 1-17; Sapulpa, Jan. 19; Tulsa, Jan. 22-Feb. 1; Okmulgee, Feb. 1-2; Boley, Feb. 4-5; Shawnee, Feb. 6-7; Wewoka, Feb. 8-9; McAlester, Feb. 11, 12, 13; Muskogee, Feb. 14-15.

ST. LOUIS—Members of the Steering committee of the National Negro Business League, meeting Friday in the Pine Street YMCA, reluctantly accepted the resignation of the veteran secretary of the organization, A. L. Holsey, who for 28 years has guided the destinies of the league.

Holsey in his letter of resignation referred his recent elevation to position of assistant to President Patterson, and said "my new duties at Tuskegee Institution increasingly take more of my time and energy and thus correspondingly leave me less hard hitting strength for the increased responsibilities in the secretary's office incident to post-war planning and adjustments."

The Steering committee, during its all-day session quickly selected O. K. Manning, Houston, Texas, executive secretary of the Houston Negro Chamber of Commerce, to serve until the annual meeting of the Business league. The new acting secretary is recognized as one of the most efficient business executives in the United States. Incidentally Mr. Manning and the Texans in attendance at the Steering committee laid \$2500.00 on the table as Texans contribution to league Treasury and A. Maceo Smith, president of the Texas Negro Chamber of Commerce, said that this amount would be increased to \$4000 before August 1. The Houston Chamber raises a \$10,000 budget annually for its operation.

Decision was made to obey ODT regulations respecting the holdings of the annual meeting. Despite cancellation of same the Steering Committee will meet in New Orleans August 9-10, to which all of the officers of the organization will be expected to attend.

Leroy Crayton, Cleveland, Ohio chairman of the Committee of Economic Welfare and Post-War Planning reported he had arranged a conference with Secretary of Commerce Henry Wallace for an early date at which time discussion will be had respecting post-war opportunities for the little business man and other problems arising from demobilization of more than 900,000 Negro soldiers and sailors. In addition to Crayton the other members of the committee to see Wallace are George W. Cox, Durham N. C. U. S. Falls, St. Louis; Dr. J. E. Walker, Memphis, Roscoe Dunjee, Oklahoma City, M. S. Stuart, Memphis, O. W. Walker, Cleve-

land, Ohio. President Roscoe Dunjee reported that during the past four months, the national field organization, Mrs. Rosa Bracy, had under his supervision collected more than \$6000.00 and that he was confident that during the year fully \$20,000 would be raised for league work. Dunjee also outlined to the committee his respecting the new economic program of the league.

M. S. Stuart, chairman of the Big Gifts Committee reported that progress was being made in his work and that he was getting fine response from among the financial institutions over the nation.

In addition to Dr. J. E. Walker, chairman of the Executive Committee, and President Roscoe Dunjee, the officers of the league attending the session were, O. K. Manning of Houston, Texas; Dr. Van Duncan, Shreveport, La.; A. Maceo Smith, Dallas; Leroy Grayton, Cleveland, Ohio; Carleton Gains, Detroit; M. S. Stuart, Memphis, Dr. C. W. Pemberton, president of the Houston Negro Chamber of Commerce; Mrs. Rosa Brown Bracy, Oklahoma City; B. G. Olive, Memphis; U. S. Falls, St. Louis, Mrs. Flora D. Churchill, Memphis; O. D. Wood, St. Louis, and Mrs. Kitty Hall, St. Louis.

More Business League Funds Are Reported

In addition to the \$55 acknowledged from NAACP branches last week, donated to the treasury of the National Negro Business League, Editor Roscoe Dunjee acknowledges the following additional donations: Altus branch, \$10; Red Bird branch, \$5; Prof. Hobart Jarrett, sponsor of State Youth Council, \$5; Ponca City branch, \$10; Ardmore, \$5.

Muskogee Raises \$300.00 In Business League Campaign

Mrs. Rosa Brown Bracy Continues Tour of State

Talking over long distance telephone with Editor Roscoe Dunjee, Sunday evening, from McAlester, Mrs. Rosa Brown Bracy, aggressive field organizer of the National Negro Business League, said: "I really had a glorious time at Muskogee. We raised more than \$300 for the national league work."

Mr. George R. Ragland, regional vice president of the league, and President Dunjee plan another itinerary for Mrs. Bracy before she leaves the state. Their plans are for her to visit Chickasha, Lawton, Ardmore and Idabel before going to Missouri the first of March.

During her return visit to Tulsa last week the progressive Chamber of Commerce turned Mrs. Bracy loose among the business men and when her three-day canvass was over Mrs. Bracy had collected \$160 for the national treasury.

Here are the towns that have made contributions to Mrs. Bracy and organized business leagues since Mrs. Bracy left Oklahoma City, where more than \$1600 was raised for the national league treasury: Sapulpa, \$22; Okmulgee, \$76; Boley, \$86; Shawnee, \$44; Wewoka, \$86.

Oklahoma Raises \$3,000

Black Dispatch OKLA. City 2-24-45

At this writing it appears that Oklahoma is going to raise more than \$3,000 for the National Negro Business League. During the past forty-five days we have sought to use this state as a testing ground to show what can be done within the confines of the nation if studied and determined effort is made to finance the program of the league. Mrs. Bracy has just phoned from Muskogee to say that J. E. Johnson and his business associates contributed more than \$300 last week and when this is added to the \$1,600 contributed by the Oklahoma City Negro Chamber of Commerce, we have better than \$1,900 in two cities.

In addition to this, Okmulgee, Wewoka, Shawnee, Sapulpa, Boley, smaller cities, have done their bit. Without counting McAlester, where Mrs. Bracy is this week, the towns just mentioned have contributed \$400 more. The plan is to have Mrs. Bracy visit Chickasha, Lawton, Ardmore, Frederick and Idabel before she leaves for the state of Missouri. *2-24-45*

In addition to this, NAACP branches have been making contributions to the fund and at the present time this writer has more than \$70 contributed from that source. Dr. Williamston writes from Idabel that he has already collected \$70 on his end of the line and that he expects to have much more. At this writing it looks as though Oklahoma will not miss \$3,000.

It should be crystal clear to all who are connected with the National Negro Business League that if the same effort inaugurated in Oklahoma is launched in only twenty of the states in the union, the league would have \$60,000 for its year's work. To develop the program planned by the present administration there should be in the league treasury not less than \$100,000, and this is the ultimate goal.

Think of it! Oklahoma has only 200,000 Negroes. New York, Chicago and several other American communities house more than that many black folk. Yet among 200,000 there can be raised with little effort \$3,000 to promote the work begun by Booker T. Washington 40 years ago. One hundred thousands dollars should be an inconsequential sum for 13,000,000 to raise if they are united. The difficulty lies in the fact that in most communities Negroes are not united. Eighty years following Lincoln's freedom Negroes generally do not seem to understand and know that unless they hang together they will hang separately. *2-24-45*

The first of March, Mrs. Bracy enters Missouri. The plan is to organize the "Show Me" state just as Oklahoma has been organized. Under the guidance of U. S. Falls, St. Louis business man, the same type of program launched in Oklahoma will be attempted.

In another article we shall talk about the economic progress of the league; what we plan to do in organizing the capital gains and the spending power of Negroes. It is an ambitious program needing the whole-hearted support of everyone. It would be a fine thing if Oklahoma, as the economic guinea pig of the nation, would raise \$4,000 instead of \$3,000.

Going Into Business

New Orleans, La. Louisiana Weekly 2-24-45

It is fervently hoped that out of the National Negro Business League Clinic being held at Booker T. Washington Auditorium this week will come the inspiration and initiative for more Negroes locally to go into business for themselves, and at the same time furnish encouragement and valued information to those Negroes already in business.

In previous editorials the point has been stressed that a fertile field for Negro businesses to start and thrive were around the four Negro housing projects in the city. Enterprising Negroes with initiative and money have a golden opportunity to help raise the economic level of Negroes in these communities. As a minority group that suffers from the oppressive practices of the majority, we should, in self-defense, become more concerned about going into business.

If the foreigners and the other minorities can come over here and learn to operate successful businesses within two decades, why can't we? Don't we have enough confidence in ourselves to operate successful businesses? Many of us have worked around successful white businesses in various capacities where we could learn the successful operation of the business thoroughly; far better than in anyone's school. Why cannot a close group of friends get together and organize a business with which they are familiar with years of experience? A few of the businesses would be the retail grocery business, furniture store, real estate, soft drink firm or franchise, department store, etc. *8-11-45*

There are some things Negroes must have, such as food, clothing, furniture, home or apartment, and amusements, which includes beverages, alcoholic and non-alcoholic. Why can't a group of Negroes organize themselves into a syndicate or corporation to supply these "must" demands of Negroes? Negroes are spending the money for the above-mentioned necessities, so why cannot those with a little common sense, ability and money figure out a way to go into business in order to satisfy these demands? We cannot afford to sit back and continually whine and bemoan our sad economic plight. We have the power within our group. Let us raise its economic level higher by taking the time to think, plan and work untiringly to that end.

Business League Afro-American Plans Own Organ

Baltimore, Md. NEW ORLEANS—(ANP)— Decision to publish a magazine of its own, and reports showing a 50 per cent increase in branches over 1944, and raising of the largest fund in its history, highlighted the steering committee's meeting of the National Negro Business League here last week.

The magazine will be devoted solely to business and economic questions. The league has been using Service Magazine, published at Tuskegee Institute, for several years as its official organ. The annual meeting will be held next year in Philadelphia.

Commerce Agent Speaks

M. S. Stuart, Memphis, was named chairman of the magazine committee, together with Horace Suddeth, Cincinnati; C. W. Pemberson, Houston; A. Maceo Smith, Dallas; and A. G. Gaston, Birmingham. *8-25-45*

President Roscoe C. Dunjee, Oklahoma City, addressed the public meeting on Wednesday night; Mrs. N. R. Borikins, local president, welcomed the visitors; Elmer M. Lancaster, U. S. Department of Commerce, responded; and O. K. Manning, executive secretary, presided. *8-25-45*

Dr. J. E. Walker, Memphis, presided at the business sessions on Thursday and Friday when public clinics were held in the auditorium of Booker T. Washington High School. Plans were laid to raise \$10,000 during the current year, and for employment of a full-time executive secretary.

The league's constitution was revised to include features recently incorporated in the program. ODT regulations prevented holding of the annual meeting.



(Atlanta Daily World (Ma.) 10-31-45)

DOUGLAS NEGRO CHAMBER OF COMMERCE FORMED—Under the guidance of State President C. R. Hudson, Valdosta, and Executive Secretary Robert R. Reed with State Vice President J. T. McClean of Douglas a Negro Chamber of Commerce became a reality on October 16. Top Row Standing Left to Right; A. E. McLean, John Jowers, O. H. Hall, Robert Richardson, Prof. W. A. Kimbrough, Mrs. G. M. Jones, Mrs. Thelma Rowells, Dr. J. C. Crawford, Mrs. J. C. Crawford Mrs J. T. McLean, Mrs. Rozella Bouyer, Mrs. Mary Daniels. Second Row seated Left to Right; R. R. Reed, State Executive Secretary, Georgia State Negro Chamber of Commerce, C. R. Hudson, State President J. T. McClean, State Vice President.

Front Row Standing; Left to Right Rev. Berry Phillips, Miss Vera Darby, Aaron Tyson, Charles Brown, R. Simmons, Mrs. Essie Hall, Guy Brayant, George Harold, Mrs. Ruby Darden, Frank Tucker, Milton Brown.

Mr. J. T. McLean, a mortician, was elected President; Mrs. Rozella Bowyer, a beautician, executive secretary and Mrs. Thelma Rowells, hotel operator, treasurer.

Beauty Culture School The Chicago Defender Chicago, Illinois Heads Form Association

11-3-45

WASHINGTON, D. C.—Cognizant of a need for raising the standards of Negro beauty culture schools throughout the country, representatives from 16 states met here this week and formed the National Association of Beauty Culture Schools.

Composed wholly of owners and teachers, the organization will serve as a clearing house for the more than 108 Negro beauty culture schools, ranging from the small privately owned schools to those operated by large firms such as the Madame C. J. Walker, Apex, and Poro.

The organizational meeting held at the National Council of Negro Women's headquarters was pre-sided over by Marjorie S. Joyner of Chicago, director of the Madame C. J. Walker Beauty Culture schools, with Rep. William L. Dawson, (D., Ill.), Mrs. Mary McLeod Bethune, president of the National Council of Negro Women, and Commodore Longfellow of the National American Red Cross as guest speakers.

Rep. Dawson Speaks

Congressman Dawson told the group that they were in the best possible position to change the thinking of the people of the country, adding, "When you change a man's thinking you can control his action."

He said that everything has been done by the white man from youth up to make the Negro feel that there is a particular place for him—that they should not work together—that they should not trust each other. He then declared, "As long as you are not together and they can impress your thinking, they can impress your action."

He admonished, "Politics offers the best solution that you have within the fiber of the party of your choice to break down the opposition against you."

He implored them to shape the thinking of the people entrusted to their training to act for the ultimate good of the race.

Hold Election

Mrs. Bethune commended the group for their farsightedness in coming together, attesting, "There never was a time before in the history of the world when unity was more imperative than now." She said, "You are building a sure foundation for that unity of thought, that unity of action in the business world that women must have today."

Waiving an election of a full complement of officers, the group elected Mrs. Joyner national chair-

man of the association, with Mae Garriss, director of the Orchid School of Beauty Culture, New York, national vice-chairman.

All other representatives present were appointed national supervisors, responsible for bringing the other schools into the Association. To this end, meetings will be held all over the United States between November, 1945, and August 1946, culminating in a conference in Nashville, Tenn.

To Meet In Florida

One of the first official acts of the new organization was to vote unanimously membership in the National Council of Negro Women.

A highlight of the session was the formation of a national sorority for beauty school owners and teachers, the Alpha, Phi Omega Sorority which will have both undergraduate and graduate chapters.

The next annual meeting of the Association will be held in Daytona Beach, Fla.

Those present at the meeting were: Beatrice S. Woodland, Washington, D. C.; Minnie Amy and Marion A. Gibson, Baltimore, Md.; Gertrude Thomas, Mae Garriss, New York City, N. Y.; Beulah M. Ford, Albany, N. Y.; Rowena Smith, Dayton, Ohio; Sarah E. Thomas, Louisville, Ky.; Cassie Bryant, Louisville, Ky.; Ruby Allen Trimble, Detroit, Mich.; T. B. Boyd, Nashville, Tenn.; Barbara V. Durr, Birmingham, Ala.; Samuel and Ruth Reed, Harrisburg, Pa.; Jacqueline DeShazor, Durham, N. C.; Genevieve Crawford, Dayton, Ohio; Doris Bailey, Gary, Ind.; Alma S. Taylor, Brownsville, Tenn.; Libbie D. Strange of Chattanooga, Tenn.; Gertrude Thomas, N. Y.; Virginia B. Glover, New Orleans, La.; Pauline Humphreys, Des Moines, Ia.; Clarice E. Bright, Washington, D. C.; E. M. Cromer, Tallahassee, Fla.; Anne Pennington, Buffalo, New York; Louise Graves, Washington, D. C.; Ola Mae Forte, Winston Salem, N. C.; Jessie Mae Hicks, San Antonio, Texas; Bernice E. Johnigan, Dayton, O.; Louise Scott, Rochester, N. Y.; Mary Belle Coleman, Cleveland, Ohio.

Race Cosmetic Firms Lose Top Ranking

Memphis. (ANP)—The cosmetic enterprises of Mme. C. J. Walker and Mme. Annie M. Turnbo Malone have been dwarfed by Abe Plough, their one-time white competitor, within a 37-year period.

Hair Straightening Field Taken Over By Plough After Negro Monopoly

"Living Normally, Scientific Training And Advertising" Are Reasons For Success

Black Dispatch

MEMPHIS — (ANP) — Starting on borrowed capital of \$125, the Abe Plough Company of Memphis has dwarfed the two cosmetic firms, Mme. C. J. Walker and Mme. Annie M. Malone's Poro Products, that held the multi-million dollar industry for 37 years.

The Plough company started in 1908 and is quoted in New York's stock exchange as listing 300,000 shares at \$7.50 each, with \$22 million dollars invested in war bonds and annual earnings for the past three years of \$10 million per year. Its 4,500 common stockholders have received \$2 million dollars in dividends since 1931.

Analysts point to these factors as contributing to the remarkable success of the Plough Company's president: "Living normally and within his means during early growth of the firm; a lower-priced product to raise volume sales; highly advanced training of beauticians to comply with all health requirement laws affecting the trade and heavy, well-planned advertising."

Starting on a borrowed sum of \$125, Plough made a family figure here between the years 1908 and 1938 as he drove a horse to peddle his products in local drug stores. His work then was a one-room second establishment built around a one-man business.

Negroes dominated the hair straightening and beauty product field during that 30 year period with their own products. A jar of hair oil or a jar of pomade sold for 50 cents. Schools were established and diplomas awarded to graduates for a fee after a course of study. Mme. C. J. Walker purchased a \$100,000 home on the beautiful Hudson river and Mme. Annie Malone was a reputed millionaire. During this period, the hair dressing business was considered the most lucrative in the Negro field.

Cut Price In Half

When Plough and other merchants began their competition, they marketed cans of hair oil and

least 100,000,000 parcels will be shipped by Plough in 1945.

Although the company sells a large percentage of its products to Negroes, there is no information on how many Negroes are on Plough, Inc. payroll. The huge national organization employs 1,000 workers, including 48 department heads and assistants, 145 office and clerical workers, 111 in its printing and box plants, 108 in shipping and trucking, and 574 in production, warehousing and other departments.

Plough, Inc., counts 4,500 common stockholders who have received \$3,000,000 in dividends since 1931 on their investment, which has helped push the company far ahead of its Negro rivals.

jars of pomade for 25 cents instead of a half dollar. Purchasers contended they could see no difference in quality or quantity between the quarter and 50 cent product. State cosmetic laws intended as health measures were introduced which eliminated many of the early untrained beauticians who, despite their diplomas, could not make the grade. In some instances these laws were fought by Negro beauticians, although unsuccessfully. But Plough and the others made beauty culture a science that required academic training.

Meanwhile Plough was advertising extensively in Negro newspapers, thus serving to make his products a by-word in colored communities. On several occasions he is known to have come to the financial aid of Negro business enterprises facing a crisis.

During that same period, the ingenious businessman lived normally and planned the expansion of his thriving business. Plough, Inc., today is quoted in New York's stock exchange, listing 300,000 shares at \$7.50 per share, with \$22,000,000 invested in war bonds, and annual earnings for the last three years of \$10,000,000 per year.

In every part of the nation and some foreign countries, Plough's 104 salesmen contact 85,000 wholesale and retail concerns to sell such nationally known products as Black and White cosmetics, Moroline, St. Joseph Aspirin, Penetro, Penetro Nose drops, Major's cement, Mexsana and Mufti. The trail before them is blazed by a \$24,000,000 well-planned advertising program, built around newspaper ads and radio programs. At

MODERNISTIC IN EVERY RESPECT

Air-Conditioned Service

One of the leaders in the field of Negro business has, through the years, been that great and constantly growing enterprise which has done so much to teach us how to improve our physical appearance. In almost every community an outstanding example of successful Negro business is conducted in this field by some energetic and wide-awake Negro business man or woman. These beauty specialists are also always pioneering new accomplishments in their field. 1-13-45

Such a pioneering spirit is reflected in a recent newspaper account which described the opening of the new home of the Hicks Beauty School in San Antonio. It said in part: "The ultra-modern two-story stucco, air-conditioned building, with its spacious lawn located on S. Pine at Dakota street, is the new location of the Hicks Beauty School." For bringing air-conditioning to the field of beauty culture among her people Miss Jessie Mae Hicks, owner and instructor of the Hicks Beauty School, is living up to the best traditions of her profession.

300 Beauticians Attend Meeting

Jersey City, N.J.—More than 300 delegates from 34 States attended the 26th annual celebration of the National Beauty Culturists' League Conference at Metropolitan AMEZ Church Sunday through Wednesday.

Sunday's session opened with speeches by Mrs. Sarah S. Washington, founder of Apex; Dr. J. Otto Hill, New Jersey Assemblyman; Miss Marian Spencer of Philadelphia, James A. Jackson, and Dr. Paul Sinclair.

Mrs. Cordelia G. Johnson, national president of the league, also spoke. 8-25-45

Leads Monday Session

Louis E. Saunders led the opening session on Monday, followed by a panel discussion on benefits from State laws and regulations. A hair style show and dance was held Monday night.

Schools were discussed at the first panel discussions held Tuesday, and led by Mrs. Olley Forte of North Carolina, with Mrs. Ruth Jackson of Alabama and Mrs. Ella Pawley of Pennsylvania, as speakers.

The second panel session, "The Value of Organization," was discussed by Mrs. Maggie Beckett of Newark, president of New Jersey State Federation of Colored Women's Club. 8-25-45

Are Told to Expand

Speaking in a session on Wednesday, Mack Jenious, beauty

products manufacturer and distributor of Newark, asserted:

"Expansion of Negro businesses to provide employment will be essential in the post-war era if we are to maintain the economic gains made during the war.

"Now providing employment for thousands of people, these business enterprises must meet a greater challenge in the future," he concluded.

The convention was highlighted with a testimonial to Mrs. Johnson, who was presented a gold chain assembly for outstanding achievements.

Travel Guide For Negroes

LOS ANGELES (ANP)—One of

the most needed and welcomed publications for the benefit of colored people is the new National Travel and Business Guide now being compiled here.

The publisher, Bert E. Grayson, who at one time edited a travel column for the Negro press, also published a travel guide but with the approach of World War II, suspended publication and was inducted into the armed forces.

The guide, which the publisher says is not published for profit, lists, free of charge, business establishments which are necessary to the well being, comfort, enjoyment and safety of the colored traveler.



The Northwest Enterprise — 9-5-45 — Seattle, Washington

The above photo is the interior of one of Seattle's leading and most modern beauty salons. As its name implies, the Modernistic, is well established with the latest fixtures and equipment, and its efficient staff of beauticians is abreast with creative and up-to-date styles and methods. Their motto is: "Prompt, Efficient and Courteous Service With a Smile."

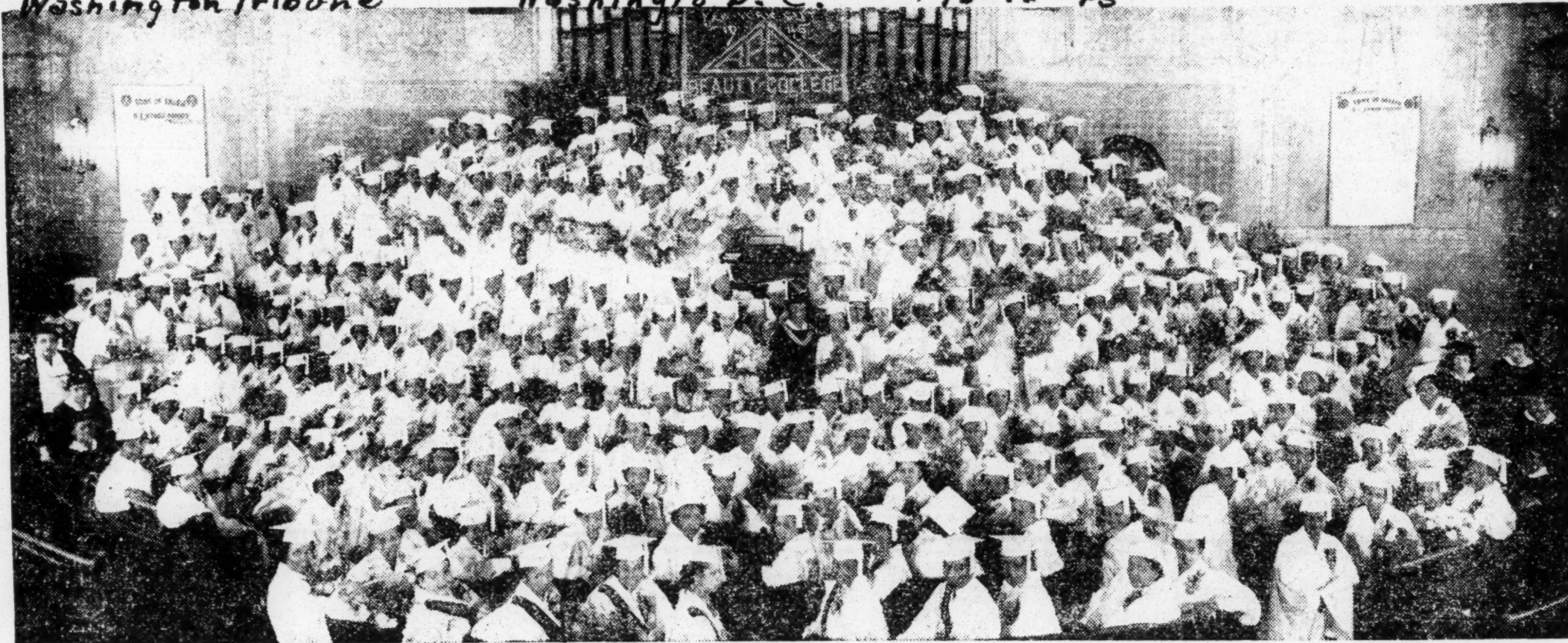
Reading from left to right the operators standing are: Misses Memphis Johnigan, Rita Reese, Prop., Evelyn Johnigan, Mesdames Mamie Henderson and Mayola Garner. Mrs. Vessie Carter Jackson, whose picture is not included also operates one of the six booths. Ladies (and gents, too,) may call MA. 9398 for an appointment with one of these talented young ladies or just drop in at 674 Jackson Street.

Apex Beauty College Graduates 375 Students of All Nations

Washington Tribune

Washington D. C.

10-16-45



Three hundred and seventy-five graduates of the Apex College of Scientific Beauty Culture in New York City, received their diplomas before a record breaking audience at the commencement exercises recently held at the Salem M.E. Church, 129th and 7th Avenues.

Many of the graduates are from the British West Indies, Bermuda, British

Guiana, Dutch Guiana, Venezuela, Bahamas, Netherland West Indies, Haiti, Puerto Rico, Virgin Island and the Canal Zone, as well as from all over the United States as far South as Florida, and as far West as California.

The commencement address, which was inspiring and timely, was delivered by Madam Sara S. Washington, founder and president of the Apex Beauty Colleges.

He Doesn't Mind a Woman Barber

From American - Balt., Md.



Eugene Harvey contentedly submits to the razor and scissors of Mrs. Gertrude Bomba, woman barber, of 1426 E. Monument St., whom the men rate as "one of the best." Mrs. Bomba is self taught, having taken over the business following her barber husband's death last year.

Widow Continues, Expands Business of Barber Shop

Baltimore, Md. operated the shop.

BALTIMORE Mrs. Bomba reported that most of her husband's customers are still her patrons, and modestly admitted that the business has shown a steady increase under her influence.

Men glance into the barber shop at 1426 E. Monument St., walk on, and then dart back in surprise as they realize that it was a woman whom they saw there busily cutting hair.

Not in the least ruffled by the public's curiosity, Mrs. Gertrude Bomba continues to serve her current customer, giving him a shampoo, haircut, shave, massage, and anything else he might request along the barbering line.

A keen interest in the profession and an alert mind which snatched up the rudiments of the trade simply by observation enabled Mrs. Bomba to take over the Monument St. shop following her barber husband's death in March, 1944.

Ralph Green, a customer there on Wednesday, exclaimed that the woman barber, in his estimation, was better at the trade than many men who had been in the same business for years.

Remains on With Widow Mrs. Bomba is assisted by Bernard Williams, who worked at the shop prior to her husband's death. Women may also receive facials, hair cuts, and have their eyebrows arched there.

A native of Snow Hill, Md., Mrs. Bomba has lived in Baltimore for 12 years, and now resides at 1908 Ashland Ave. She has a daughter, Sadonia, 14, and is a member of Southern Baptist Church.

FIFTH YEAR ENDED BY NEGRO STAFFED TELEGRAPH OFFICE

The U Street Branch of Western Union Telegraph and Cable Company, located at 1011 U Street, N.W., will complete five years of service to the public on December 19.

This branch is the only all-colored managed and staffed office in Washington and was opened on trial basis on December 19, 1940. Halsea Lindsey, formerly of Akron, Ohio, was instrumental in having the company open the branch.

During its existence it has been highly praised by both the public and the office of the district superintendent of the Western Union Company. The office and the building which houses it were recently completely remodeled in order to offer more

comfortable and efficient service to the Washington public.

137-1945

Nat'l Association of Beauty Culture Schools

National Beauticians Meet

The New York Amsterdam News - New York, N.Y.

Forms Basis For New Group

11-10-45

Cognizant of a need for raising the standards of Negro beauty culture schools throughout the country, representatives from 16 states met in Washington this week and formed the National Association of Beauty Culture Schools.

Composed wholly of owners and teachers, the organization will serve as a clearing house for the more than 108 Negro beauty culture schools, ranging from the small privately owned schools to those operated by large firms such as the Madame C. J. Walker, Apex, and Poro.

The organizational meeting, held at the National Council of Negro Women's headquarters was presided over by Marjorie S. Joyner of Chicago, director of the Madam C. J. Walker Beauty Culture Schools, with Rep. William L. Dawson, (D., Ill.), Mrs. Mary McLeod Bethune, president of the National Council of Negro Women, and Commodore Longfellow of the National American Red Cross as guest speakers.

Congressman Dawson told the group that they were in the best possible position to change the thinking of the people of the country, adding, "when you change a man's thinking, you can control his action."

Waiving an election of a full complement of officers, the group elected Mrs. Joyner National Chairman of the Association and Mae Garriss, director of the Orchid School of Beauty Culture, New York, National Vice-Chairman.

All other representatives present were appointed national supervisors, responsible for bringing the other schools into the association. To this end, meetings will be held all over the United States between November, 1945 and August, 1946, culminating in a conference in Nashville, Tennessee.

One of the first official acts of the new organization was to vote unanimously membership in the National Council of Negro Women.

A highlight of the session was the formation of a Nation Sorority for beauty culture school owners and teachers, the Alpha Phi Omega Sorority, which will have both graduate and undergraduate chapters.

The next annual meeting of the Association will be held in Daytona Beach, Florida.

Negroes Succeed In Georgia

Sidney J. Phillips, Working With and Through the Nehi Corporation of Columbus, Has Shown What Negro Talent, Initiative and Brains Can Do If Provided a Realistic Chance. This Business Organization of White Men Pioneered In a Common Sense Approach To a Fertile Opportunity.

BY BENJAMIN F. HUBERT

It is with a sense of pride and keen satisfaction that I write of Sidney J. Phillips. He came as a student to Tuskegee Institute at my invitation, while I was serving as director of agriculture at that institution. His native home is on a farm at Pike, Ala. I was attracted to him because of his open eager personality, his originality, his initiative, and his unusual will to work, for long hours, at a hard job. His energy, his loyalty to high ideals and his anxiety to be of the largest possible service to his people made him outstanding as a student at Tuskegee.

A Dynamic Dreamer

Sidney Phillips is a dynamic dreamer. He works while he dreams of bigger job opportunities. He envisions for himself a chance, even where there is little apparent opportunity to others. After finishing at Tuskegee I recommended him as vocational teacher of agriculture at the Chambers County Training School, LaFayette, Ala. Here we soon found him not content with the routine requirements of his classroom job. He and his boys were raising over a million potato plants and selling them on the markets of West Point, Ga., a few miles away. Later he raised and sold thousands of chickens, and large quantities of vegetables. Such a working teacher with so many forward looking plans, not afraid of overalls and dirt had never been seen in this small town and community.

Later Phillips was called to the State College, in Pine Bluff, Ark., where again he demonstrated his fertile, stimulating, practical leadership in extending his imagination, efficiency and skill for the benefit of colored farm people. It was my opportunity to visit him there and see, at first hand, just above the college, millions of potato plants in outdoor fire heated hotbeds, being made ready for farms operated by both race groups. He was also keenly interested in every other possible venture that offered economic opportunity to colored people.

He took time out to do constructive graduate study at the University of Wisconsin for which he received his master's degree.

Phillips later served as farm superintendent and field representative of Tuskegee Institute.

He is at present director of public relations for the National Baptist Convention of America, Inc. He is also

a grand lodge representative of the Negro Elks, and president of the Booker T. Washington Sales Agency. He founded the magazine featuring the philosophy of Booker T. Washington, entitled, "The Negro Worker," with over 50,000 subscribers, and is consultant of the magazine "Pulling Together," both of which are edited and published at his home at Tuskegee Institute, Ala. In these magazines he demonstrates his ingenuity, originality, capacity and great common sense. One of the late Booker T. Washington's children says that in his vision he more nearly represents the spirit of Tuskegee's founder than any of Tuskegee's many graduates.

Racial Economic Co-operation

Six years ago, Phillips' fertile, creative mind began toying with the idea of bi-racial economic and business co-operation. He went to the Nehi Corporation—the home office—in Columbus, Ga. The leaders of this giant commercial soft drink organization listened to this young, unassuming colored man of exalted vision, who told them that colored people in Georgia and the South, should drink their full share of Crown-Cola. He explained to them that there was a great undeveloped market of untapped, but easily touchable black people who should be told about the merits of the drink. He also explained to them that a black man could best take the message to black people!

This Georgia company composed of hard-headed business white men, knew that to follow Phillips' lead, would be economic and social pioneering, but they finally decided to give the idea a trial. Phillips had the courage to leave his job in the class room for this bigger and wider job of pioneering in bi-racial economic and business co-operation. His outstanding success in this venture has broadened and paved the way for black men and women in many other fields of economic activity.

Phillips Through Nehi Serves the Nation

The Nehi Corporation was a pioneer in recognizing the genius of black men and the value of employing black people to explore the great colored market. Through Phillips this company has made the following contributions to negro welfare:

It was the first company to employ negro talent for radio work.

It has kept alive the spirituals of colored people through the beautiful singing of the famous "Sons of the South." The "Sons of the South" ap-

peared before the late President Franklin D. Roosevelt.

Since Pearl Harbor the company has donated the time of Phillips in all war loan drives. Phillips was instrumental in making possible a tour for the Reception Center Chorus of Fort Benning, Ga., in connection with the Sixth War Loan drive. More than \$10,000,000 worth of War Bonds were sold as a result of this tour.

Phillips has annually represented his company at the major negro organizations' conventions, including the National Baptist Convention U. S. A., Inc., with over 4,000,000 members.

Through the activities of Nehi's colored representatives, the National Baptist Convention presented a world-wide memorial program over NBC in connection with the death of Franklin D. Roosevelt just an hour before his burial.

Phillips has the implicit confidence of the officers and directors of this corporation. He plans his own itinerary, makes his own expense accounts which the company is always glad to honor.

William T. Ellis in a recent release says, "Undeveloped human power is the greatest resource in the world. Every one of us has latent power beyond our dreams. There is a great undeveloped and almost untouched human resource in the black people of Georgia and the South. Constructive programs of education, and full job opportunity for black boys and girls, would transform the South into a veritable paradise. There are millions of black boys who only want a chance to do their part. The example of Phillips is the best illustration and indication of what can be done. Black folks and white folks can work together here in Georgia and the South! Georgia can profit by this stimulating and encouraging example of black and white economy 'pulling together'!"

Telegraphic Service Now Afro-American Open to Colored Florists

6-30-45

Harlem Florist, Turned Down by Two White
Agencies, Forms Interracial Company

By D. R. RICHARDS

NEW YORK—Colored florists who have been barred from becoming members of the country's two white-owned floral telegraphic companies now have an opportunity to join a new telegraphic company that will operate without discrimination.

Recently chartered under the laws of the State of New York, this agency, known as The National Florist Club, Inc., was founded by James H. Heard, prominent Harlem florist, after he tried unsuccessfully to gain membership in the lily-white companies.

New Agency Open to All

"Neither of the companies would take in any colored florists," Mr. Heard told the AFRO in an exclusive interview. "We are going to take in colored and whites.

"Maybe there are a few colored florists who belong to the other two companies, The Telegraphic Delivery Service of California, and The Floral Telegraph Delivery of Detroit. If that's so, it's only because they don't know they're colored."

Owns Three Stores

Although he owns and operates three stores in Harlem, has been in business for forty years, and was highly recommended, Mr. Heard said his application was returned by an official of the Detroit agency who said, they just didn't want any colored members.

The official went further, and said that if he wanted, he could set up his own telegraphic service.

"And that's where I got the idea of doing it," Mr. Heard explained. "All the colored florists in the U.S. should write letters to this man and thank him for his advice, because we are going to do business, whether he likes it or not. In fact, I am even going to send an application to him."

Racketeering Cited

The National Florist Club, Inc., will allow colored florists for the first time to be permitted to wire flowers through their own facilities.

Previously, they had to rely on friendly white florists, and even then, in some cases, terrific rac-

keteering has gone on, Mr. Heard explained, with people receiving flowers worth much less than they had paid.

Will Fight Such Practices

The National Florist Club Inc. will attempt to eliminate such practices.

"The men we admit as members will have to be reliable and sound businessmen," Mr. Heard said. "We expect to have an agency in every State."

Pointing out that this is not a money-making proposition, the florist said: "What we're after is establishing a good reputation, and to break up the racketeering and kick-backs that are going on in the other two companies. They've been getting away with murder."

Colored and white florists throughout the country are now being solicited for membership. The club will be interracial in



JAMES H. HEARD

every respect.

"We are going to have as many whites as colored on our executive board," Mr. Heard continued, "and a white financial secretary. We don't care whether a man is a Chinese, Jew, Italian, or anything else, as long as he is honest and reliable."

Board Members

The offices of the National Florist Club Inc. are located at 2529 Seventh Ave., and included on its board are James H. Heard, James Jackson, Fred Dupree, Lu-

cille Nelson, Robert Sterling, and Blanche Goldstein.

James Heard, or Jim as his associates call him, had his first taste of the business when he began peddling flowers at the age of 8. Now he is 50, tall, and husky, and seems to have an abundance of energy. His wife is Mrs. Dorothy Heard and they have a daughter, Shirley, who is

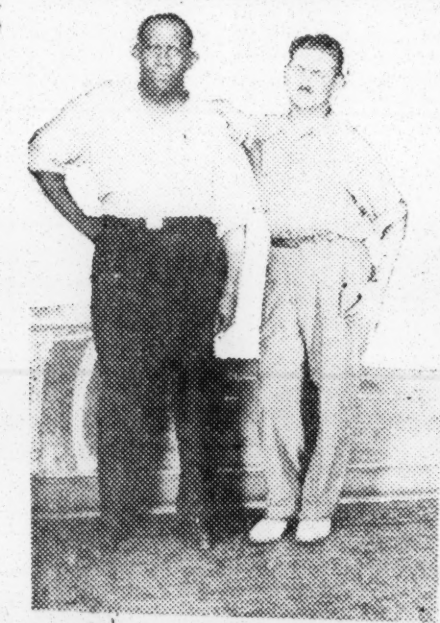
21. He served 18 months in the Army in World War 1.

Bi-Racial Fur Business Baltimore, Md. Sound Venture in N. Y.

Afro-American

Can a business partnership between a colored and a white man operate successfully? Can outworn prejudices be discarded so that both can make a go of it? Will white or colored customers object to dealing with either partner?

These questions and many others which have seemed solid barriers against such a relationship have been answered by the



JAMES DYER AND JULIUS SHERMAN

establishment of the first interracial partnership in the history of New York's gigantic fur industry.

The men involved are Julius Sherman, white, and James Dyer, colored. Both are established experts in the furrier business and can handle high-class as well as cheaper merchandise.

Although they've only been in business together four weeks

their store at 330 W. 145th St., already has a mixed trade and is operating successfully.

"The future looks very promising," Mr. Sherman told the AFRO. "I'm sure this is going to click. It's about time we forgot about racial differences and prejudices. I know I've learned a great deal about the colored race this past month."

He said that he has known Dyer for seven years, and that it was Dyer's idea of starting the

is a wonderful man, honest and intelligent.

"Not only is there no reason for discrimination . . . but it just doesn't make sense. What I'd like to see is a lot more of interracial businesses like ours. Dyer and I are in business because we understand each other and can help each other. That's why I'm sure we're going to click!"

business after he had leased the building in which they are located for a 5-year period. Together, they took a sublease on the store and call it the D & S Store . . . the initials standing for Dyer and Sherman.

Signed Up in Week

"Dyer was supposed to go into business with another colored man," Sherman explained, "but it didn't materialize. He must have had his eye on me for some time, and as soon as he asked me about it, I didn't hesitate a moment and accepted."

"I foresaw the possibilities of such an enterprise . . . and I didn't want to pass it up. That was on Decoration Day, and the following week we were all signed up."

He pointed out that they definitely were going to cater to a mixed trade. In fact, there were many orders he had on hand from white customers.

Both men have been furriers for 25 years. Dyer worked for Jack Waldman, a mink house, before entering into this partnership. Sherman and Dyer are in their early forties. Both are married.

Sherman lives at 2725 Morris Ave., Bronx, and has a son, 14. Dyer has three daughters: Marjorie attends Virginia State College; Elsie is studying cadet nursing, and Sylvia goes to high school. Dyer and his family live upstairs in the building which he has leased.

Neither From America

Neither of the men was born in America. Dyer comes from the British West Indies and Sherman from Bessarabia.

The feeling of both men is expressed by Sherman's words: "All men are the same, regardless of their color. I'd just as soon be in business with Dyer as with any white man. In fact, I prefer to be in partnership with him. He

Negro Garment Manufacturing Company Started in Cleveland

The Call Kansas City, Missouri

9-7-45

CLEVELAND. — The American public will sell for \$250 each. All Garment Manufacturers, Inc., stock offered at this time give owned and controlled by Negroes, purchasers voting rights in the has developed its plans to the management of the company. point of offering for public sale The company will employ approximately 150 workers, skilled and non-skilled.

The corporation has authorized capitalization of \$250,000 (1,000 shares at \$250 per share) incorporated under the laws of Ohio. This company will engage in the manufacture of ladies garments, utility coats, aprons, any many other items of clothing.

The board of directors through company president, O. J. Smith, announced this week the acquisition of a factory site located at 3326-36 Central Ave., here. The company purchased this building 99x150x160 feet from the Speck Baking company which formerly occupied this site.

President Smith says plans have been drawn up to spend \$42,000 in remodeling. According to Smith, it will be a modern factory building. Construction work is now in progress.

The company is already in possession of machinery and equipment consisting of more than 100 commercial power machines, cutters, presses of different types, cutting tables, boilers, and other equipment valued at \$20,000.

The financial promotion of the company was made by a progressive group of businessmen, including besides O. J. Smith: James A. Ellis, Cleveland businessman; Robert A. Pinn of the Pinn Music Co.; Collins Lowery of the Carlings Brewery; Robert J. McTier, building contractor; Felix M. White, Moving and Storage company; John Diamond Wilkerson, attorney.

Mr. Smith states that the above men, who are members of the board of directors, purposely withheld the sale of stock to the general public until such time as they had created a solid foundation, having acquired real and tangible property valued at more than \$50,000, the board of directors feel now that they can judiciously offer this stock to the public.

The general superintendent of production retained by the company has had approximately 40 years' experience in the garment trade, both as an employee and employer. As an employee, he has supervised production for large and reputable garment manufacturers. He is an all around man in the business. In other essential supervisory production positions, the company's personnel is thoroughly capable and well qualified.

Negro-owned clothing factory fails, losing \$60,000

CLEVELAND — Equipment of the American Enterprise Associates, Inc., now defunct Negro-owned, controlled, managed and operated clothing factory, will be sold at public auction, it was revealed here following its closing by Federal officials.

An enterprise for which high hopes had been held, the company, as of Jan. 11, when it filed bankrupt proceedings, had liabilities of \$46,000 and assets of \$18,000.

Stockholders of the company, one of the few Negro factories of any kind in the United States, who were William Pierson, Roger Price, Robert C. Pinn and Bennie Mason, lost an estimated \$60,000 in the project which was managed by Orlando J. Smith, former Toledo, Ohio, lawyer.

The company, at one time, hired 115 persons, and had a weekly payroll of almost \$4000. During its year of operation, the plant completed about \$45,000 worth of government orders and had pending \$250,000 in orders at the time of the bankruptcy. The failure was blamed on the lack of supplies and goods and the inexperience of the manager.

Business Support Urged By Leader

WASHINGTON (A. N. P.) — a failure, he said that credit agencies, bankers and other big business deserve the support of Negroes men are "fully aware of our failure were recently brought out in an and our inability to organize and article written by Charles E. Hall control even a fair share of our business man and statistician. purchasing power." He praised the "forward looking men" who are organizing cooperative stores in Negro communities.

"While it is quite true that steady and worthwhile advancement is being made by some of our bankers, life insurance companies, newspaper publishers, morticians and manufacturers of beauty specialties," he said, "there is but little evidence that will justify undue praise of any progress we are making in the retail business of the nation, although the yearly purchasing power of the Negro population has been variously estimated at several billion dollars."

"We are hardly scratching the surface of the great possibilities open to us in small retail business opportunities," Hall declared, adding that 29,827 unincorporated Negro-owned establishments have average yearly sales of \$71,500,000.

BIG PAYROLL

Hall said this report was made to the government when "our population included about 2,804,000 families, averaging slightly in excess of three persons to each family." On this small volume of business our stores gave employment to 13,766 full and part-time employees not including the proprietors and unpaid family members. The total payroll for Negro business establishments for the year was nearly \$5,500,000, "all of this on less than two cents a day," the statistician showed.

He advised that post-war plans should include plans to provide employment for Negro youths. Hall urged that all support be given to Negro merchants so as to make certain that the money will return to our churches, fraternal organizations and business enterprises.

Young Woman 'Out of the West' Buys and Buys—It's Business

In town during the past week was Miss Grayce Sadler, of Detroit, who, during the past year has built in that city an unusual service for the citizens of the community.

During that time Miss Sadler has started in Detroit a "personalized shopping service" which she believes to be one of the few of its kind in the country, especially run by a Negro woman.

In her downtown offices in that city, Miss Sadler runs what is primarily a telephone business, since calls come in from all over asking that particular items be purchased.

As one would imagine, the largest percentage of customers are busy business men, who, because of their hours find it hard to do their own shopping. When birthdays for wives and sweethearts come up, or when there is a wedding anniversary in the offing, they think of Miss Sadler. A call on the telephone, with information as to the type of person for whom the present is intended and the amount to be paid for it, will bring quick results.

Her Background

As background for her work, Miss Sadler holds that the two most important things needed are a knowledge of the stores of a city and a good buying sense. With these things to work from, nearly everything can be found that a customer needs—except perhaps, nylon stockings.

Business reaches its real boom stage for her during the Christmas season, when gifts have to be sent to aunt, uncles and cousins by the dozens. Then the telephone rings all through the day, and the professional shopping service is piled high with packages that will find their way under Christmas trees all over the country.

With New York one of the shopping centers of the world, it seems strange that requests would go all the way to Detroit for items, but they do. Many of the customers for the shopping service are from large metropolitan areas, where the customer is too busy (or perhaps a lit-



MISS GRAYCE SADDLER

tle too lazy) to get out and buy things for themselves.

Whose Birthday?

In connection with the shopping service, Miss Sadler has also begun to build up a date reminder service. When an anniversary or birthday is about to come up, she either calls or writes the person who will want to send a gift, so that he will not forget the date. The two businesses tie together rather well, too, since often the customers not only want to be reminded, but also want their gifts bought for them.

Before too many years have passed, this new business, which operates only in Detroit now, will be a national affair. That is the hope of its owner. When that time comes, perhaps most of us can forget the tired feet and the frayed nerves that go with shopping. Instead we'll pick up the 'phone, put in our order, and wait for our packages to arrive. It will be as simple as that—and as wonderful.



The CALL 5-18-45
LUTHER WHITE ELMER WEBBER,

Manufactures of Spred—the Quality Water New Paint, Recognizes Negro Market

The CALL 5-18-45
The Glidden company, manufacturers of Spred—the quality water new paint—recognizing the great buying power of the Negro, has made a strong bid for his business by signing an advertising contract with a Negro advertising company. 5-18-45
Elmer L. Weber, Advertising Manager of the Glidden company, is shown (right) signing the contract with Davis-White-Drake Inc., advertising agency in Cleveland, Ohio, while Luther R. White, secretary of the organization, looks on.

Mr. White says that his agency is fully aware that this is the first time in the history of America that one of the world's largest companies has placed any of its advertising in the hands of a Negro company.

To attract the Negro public, a series of ads designed to be intensely interesting to it and advertising Spred, the Glidden product, has been placed in Negro newspapers throughout the country. Each ad describes some little known but outstandingly important contribution of the Negro such as the making of the first

SOUTHERN SAY-SO

Pittsburgh Courier—Pa.
Negro Salesmen for the Negro Market

By M. S. STUART

express the editorial opinion of The Pittsburgh Courier.—The Editors.
(The views expressed in this column are those of the writer and do not necessarily

THE popular, charming colored girl up the "Negro Street" is trying to pay for and establish her own little hosiery and female apparel shop and the popular, equally as charming, colored girl down the same street is managing and trying to successfully establish a white-owned chain unit, employing col-by the type of merchandise sold and personnel and offering them? Has the conduct of these same type of merchandise to Negro salesmen and women been such

Should colored people be encouraged to patronize the former or the latter? Now, wait. Don't answer too quickly. A far-reaching, economic question of special importance to colored people is bound up in the answer. Can a definitely separate racial economy of sufficient scope and power to serve



Mr. Stuart

and employ Negroes adequately be established within the general economy of the Nation? If not, then how far should Negro leadership go in emphasizing racially-owned enterprises? Would it be wise to prosecute a campaign to induce white marketers to try to reach the Negro market through Negro salesmen?

IT IS NOT the purpose of this piece to answer any of the above questions. Of provocative nature, the argument about them will probably go on indefinitely. Of about a dozen race business men and women to whom that first question was put, the answers were as in about the proportion of seven to five in favor of the strictly racially-owned store. That, of course, settles nothing.

Suave, popular J. A. (Billboard) Jackson, who as a representative of Standard Oil of N. J., is making such a fine impression for us in a very fine paper, discussed "The Negro Market" before the American Marketing Association in the Hotel Sheridan, New York, last December. Now the very fact that Mr. Jackson, a Negro, was invited to be there and to read a paper before an audience composed of the best white business people of the country, shows two things: (a) The esteem in which he is held in the white business world; and (b) the importance with which the Negro market in post-war days is regarded. Mr. Jackson's paper was remarkably illuminating. It showed a very direct connection between the Negro Market, and some of the phases of the larger overall racial policy.

TO WHAT extent has the attitudes of the Negro masses toward the American racial situation been affected by the frequent contact and conduct of white salesmen and women who have served them and

as to create good will and understanding? Has the "trashy" quality of merchandise designed especially for the Negro market and the trick methods of salesmanship been conducive to respect for, and confidence in, the white business men of America? To what extent have the cheap, flashy, sporting clothes, cheap jewelry and sensational type of moving pictures sold Negro youth, influenced its conduct? How much has exploitation of the illiterate Negro by white salesmen contributed to a psychology of frustration and violence? To what extent has the usual haughtiness of the average white salesman when serving Negroes made for a spirit of enmity?

"BILLBOARD'S" paper was a revelation in the depth of thought and aptness of expression by which he pointed up inferential answers to these questions and their effect on the entire American racial scene. 3-24-45
Of equal importance to Negroes was the idea that the Negro market of the future will be a far more intelligent market than that of fifty years ago, which Mr. Jackson proved by a wealth of incontrovertible statistics in which he is such an authority.

By this clever premise he worked himself into a position to state with convincing clarity that the market of the race in post-war days will be of far more profit if cultivated through and by Negro salesmen of intelligence and training.

"Until our democracy," said "Billboard," "has reached the point where the Negro market is taken for granted as a part of the whole market, it will be necessary to approach it through channels with which it is familiar and in which it places confidence."



Memphis Tenn.
DR. PAUL E. JOHNSON

TRIBUTE PAID HIM — During the two-day business conference at Tennessee A. and I. State College at Nashville last week tribute was paid to the late Dr. Paul E. Johnson, Chicago manufacturers of physio-therapy equipment. Scheduled as one of the guest speakers at the conference, Dr. Johnson was accidentally killed in a car accident a few days before the session took place. His widow, Dr. Yolande M. Johnson, who is still carrying on for her husband, filled the engagement, and inspired the conference attendants with

story of how Dr. Johnson built up his business with a small capital of \$90 to its present status, now worth over a \$150,000. 12-7-45
Ironically, Dr. Johnson was killed in Tennessee near Fayetteville when his automobile turned over in the mountainous section. He was widely known in Memphis where he sold physiotherapy supplies to physicians and dentists.

IN A POLL TO SELECT the outstanding business man or woman for the year 1945, conducted by the Birmingham Negro Business League, Mrs. Gertrude Fisher Anderson, widely known in business circles, and owner of the Nannette Candy Company, received the award and will be honored Jan. 24 at the Masonic Temple, according to W. H. Hollins, president of the local Negro Business League.

The Parker and Fairfield High School teams that participated in the "T. B. Clinic Game" will be honored guests, Hollins said. Guest speaker for the occasion will be Roscoe Dunjee, of Oklahoma City, Okla., president of the National Negro Business League and editor and publisher of The Black Dispatch. 12-30-45